### Michigan WIC

Marji Cyrul, MPH, RD, CLS
WIC State Breastfeeding Coordinator
CyrulM@michigan.gov

Whitney Jackson
WIC Strategist
JacksonW6@michigan.gov





### What does WIC provide?

- Nutritious food
- Health screening
- Nutrition education & counseling with a dietitian
- Breastfeeding support with peer counselors and an IBCLC
- Robust community referral system



### Exclusively Breastfeeding

Up to 1 Year

### Lactancia materna exclusivamente

Hasta 1 año

الرضاعة الطبيعية بشكل كامل حتى 1 عام

### Partially Breastfeeding

Up to 1 Year

#### Lactancia materna parcial

Hasta 1 año

الرضاعة الطبيعية بشكل جزئي حتى 1 عام

### Not Breastfeeding

Up to 6 Months

#### Sin lactancia materna

Hasta los 6 meses

بدون رضاعة طبيعية حتى 6 أشهر



How does WIC support breastfeeding?

Breastfeeding clients
receive a Food Package with
larger amounts of nutritious
foods for a full year after
their baby's birth.

# How does WIC support breastfeeding?

All WIC staff receive training to support breastfeeding parents.



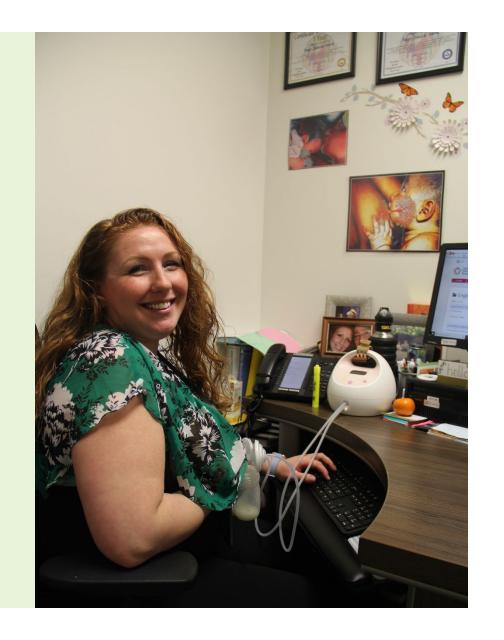
## How does WIC support breastfeeding?

Every local WIC clinic has a breastfeeding peer counselor and access to an IBCLC.



### How does WIC support breastfeeding?

WIC provides breast pumps and breastfeeding equipment (such as replacement tubing and flanges). Our staff has been trained to help clients with pump set-up, troubleshooting and flange fitting.





## How does WIC support (non-WIC participating) Michigan families?

- 1. First ask, are they eligible for WIC?
- 2. Non-WIC participants are welcome to attend our breastfeeding support groups.
- 3. Non-WIC participants are welcome to attend our infant feeding classes.
- 4. Non-WIC participants can receive referrals to community lactation consultants.
- 5. Non-WIC participants are invited to explore our <u>client website</u> for useful information.

### How does Michigan WIC support our maternal child health partners?

- Opportunity to attend
   Breastfeeding Basics class
- Offer other training options (as space allows) <u>here</u> or <u>here</u>
- Offer free materials found here

# How did WIC breastfeeding support adapt to the COVID-19 pandemic?

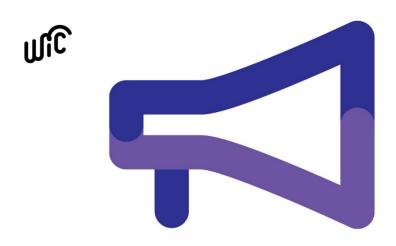
- Initiated a warm line
- Provided training on telehealth
- Offered new innovative online training options (IBCLC exam review, Book Club, Lactation Counselor Educator)
- Updated our website to become a central resource hub
- Hired new lactation consultant staff
- Implemented scope of practice within WIC staff
- Creatively evolved National Breastfeeding Month celebrations.
- Revised our EHR documentation system.
- Breastfeeding 2- month duration, 6-month exclusivity rates increased

How can you find (and refer to) your local WIC clinic?

Look on the Michigan WIC website



### Pandemic Adaptations



WIC IS HERE FOR YOU DURING THE COVID-19 OUTBREAK

- Physical presence waiver
- 90-day extension of certification period for children (to defer need for recertification)
- Extension of SFFR without documentation
- Expanded food choices to accommodate for shortages at the grocery stores
- Automated three-month benefit issuances to allow staff to focus on influx of new certifications
- Verbal attestation of eligibility
- Curbside pick-up of materials when necessary
- Streamlined shopping proxy policies



### Recent and Ongoing Projects



- WIC Special Projects Innovation Grant
- Telehealth Intervention Strategies for WIC (THIS-WIC) Grant
- Cross-enrollment Project
- EBT Transition
- MIS Transition
- Client Centered Service
- Project Fresh





Want to play in our sandbox?

Contact Marji Cyrul at <a href="mailto:CyrulM@Michigan.gov">CyrulM@Michigan.gov</a> or Whitney Jackson at <a href="mailto:JacksonW6@Michigan.gov">JacksonW6@Michigan.gov</a>!